



# **Handbook Of Operating Procedures**

**Section:** 4.2.1  
Originally Approved: 10/05/90  
Last Amended: 04/14/05  
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## **PUBLIC INFORMATION AND OFFICIAL COMMUNICATIONS**

### **A. Purpose**

The purpose of this policy is to advise all members of The University of Texas-Pan American community of the guidelines that shall be observed when using the University logo, seal, or name in official communications including materials promoting the University. It also serves to describe procedures which warrant variance from the normal processing of printing and graphic requests.

### **B. Trademarks**

The seal, logo, word mark, and mascot of The University of Texas-Pan American are copyrighted. They may be used only with the authorization of the University through the Office of University Relations (UR Office) or the Trademark Licensing Manager in the Office of the General Counsel of The University of Texas System. Likewise, the name of the University may not be used for commercial purposes or purposes other than official business without the express consent of the UR Office.

### **C. The Official Name**

The official name of the University is The University of Texas-Pan American.

1. The official university name (The University of Texas-Pan American) should be used in first references in all formal communications.
2. The official university name in Spanish is La Universidad de Texas-Pan American.
3. "The" is part of the name and should always be included, uppercase, in first reference.
4. Second references may be abbreviated as UT Pan American or UTPA.
5. Texas-Pan American is an acceptable second reference solely for the UTPA Athletics Department.

### **D. Divisions and Departments of the University**

On first references, refer to the full name of the division, e.g., the College of Business Administration, the Department of Mathematics, the Office of Records and Registration, using uppercase style.

When the antecedent is absolutely clear, on subsequent references, use lower-cased "college," "department," "office," etc.



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### **E. System References**

On first reference, use "The University of Texas System" and "The University of Texas System Board of Regents." On subsequent references, when the antecedent is clear, then use "the U. T. System," "the U. T. System board," or "U. T. System regents." When referring to the System, it is important to write "System" to avoid implying a reference to one of the 15 components of the System.

### **F. Definition of the Official Seal**

The official seal for The University of Texas-Pan American was approved by The University of Texas System Board of Regents on October 13, 1989. It is trademarked by the U. T. System and may be used only with the express permission of the System or the President of UT Pan American.

The seal may not be modified or redrawn in any way. It must be used in its entirety; it should not be used with any other logo, seal, or identifying mark. The official colors for the seal are burnt orange (Pantone 166), black and white.

The seal is intended for use on official documents such as diplomas, certificates, and transcripts, and at official meetings and functions such as commencement or as approved by the President. It cannot be used as a graphic element in items or materials such as brochures, advertisements, invitations and apparel without written authorization from the President.

### **G. Definition of the Official Logo**

The official logo of The University of Texas-Pan American consists of the palm tree and official university name. The full official name of the University must appear in the front of all publications. The logo must appear on the front, back, or title page of all University-funded brochures, books, posters, newsletters, and other publications designed for internal and external audiences. The logo is not intended to be a dominant design element. For graphic design advice and services, consult the Office of University Relations.

For two color promotional material not using official University colors, the white logo or solid color logo can be used.

For four color promotional material, use the official logos approved by the Office of University relations.

### **H. Graphic Elements for Division and Department Use**



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Graphic elements created by University divisions and departments must be used as secondary elements in conjunction with the official University logo. Graphic elements must be submitted to the Office of University Relations to ensure that they comply with appropriate graphic guidelines and standards.

### **I. Letterhead, Envelopes, Business Cards, and Mailing Labels**

University divisions and departments must comply with standard layouts for letterhead, envelopes, business cards and mailing labels that are only available at the University Print Shop. University funds may not be used by a department to print personalized letterhead, memos, or other stationery without the written permission of the divisional vice president of that department. Standard letterhead may be printed in either Pantone 166 or black.

### **J. Online Publications**

The procedures and guidelines set forth in this policy apply to all digital materials as well as analog materials.

### **K. The Official Color**

The official academic color for all System components is "burnt orange," or the equivalent of Pantone Matching System color 166. The use of the official academic color is not necessarily appropriate for all publications. In most cases, use black for text and photos.

The only specific required use of the official color is on the lining of hoods worn with academic regalia. Because of the large number of colleges and universities (about 3,300) in the United States, each school uses a specific shade. These official colors are registered in the Intercollegiate Code of the American Council on Education so that graduates and faculty can be assured of the colors of hoods and styles of regalia that are appropriate to their alma mater and field of study.

The U. T. System Board of Regents has approved the use of green, equivalent to Pantone Matching System color 348, as the University's official athletics color.

These colors may be used where appropriate.

### **L. Graphic Standards and Printing**

All University offices, departments, and programs shall contact the Office of University Relations (UR Office) and the University Print Shop for all print jobs. The UR Office and the Print Shop are responsible for ensuring that all jobs conform with the University's graphic standards. The UR Office shall provide print job applicants with the *Approval*



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*Form for University Publications* which must be completed and approved by the UR Office and is necessary for all projects both on and off campus. The form must be presented to the Print Shop and the Print Shop shall determine a reasonable production timeline.

When it is determined that on-campus resources will not be used on a project, the Print Shop or UR Office will issue a signed, written waiver. The project will then become eligible for bid when the signed waiver and the *Approval Form for University Publications* are included with the Purchase Order. The bid prices, if needed, will be handled by the Materials Management Department.

#### **M. Publicity and Editorial Standards**

In matters of editorial style, the prevailing standards for University publications of a promotional nature shall be those of *The Associated Press (AP) Stylebook*, and the U. T. System and UTPA stylebook and graphic guidelines.

Except as noted below, all official University news releases, whatever their office of origin, should be issued through the University's Office of University Relations, which shall be responsible for ensuring their conformity to professional style and standards.

Music, theater, dance and intercollegiate athletics, because of the routine and recurring need to publicize their programs, may issue publicity announcements and promotional materials without prior review by the Office of University Relations.

All of these departments, however, should send copies of their announcements, publications and brochures in a timely manner to the Office of University Relations and the Central Switchboard so these offices can respond to public inquiries and include the events in their calendars.

#### **N. Review**

This policy shall be reviewed by the Director of University Relations every five years or as needed.